



**POWER OF ATTORNEY BY ASSIGNEE
AND CERTIFICATE UNDER 37 CFR 3.73(b)**

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JUN 1 2001

To the Commissioner of Patents:

Technology Center 2600

The undersigned assignee of the entire interest in application for letters patent entitled: **SYSTEM AND METHOD FOR INTELLIGENTLY SELECTING MEDIA THROUGH A SIMPLIFIED USER INTERFACE**, and having the named inventor: **ROBERT ALAN EUSTACE**, hereby appoint the following attorneys to transact all business in the Patent Office connected therewith:

S. Leslie Misrock (Reg. No. 18872), Harry C. Jones, III (Reg. No. 20280), Berj A. Terzian (Reg. No. 20060), Gerald J. Flintoft (Reg. No. 20823), David Weild, III (Reg. No. 21094), Jonathan A. Marshall (Reg. No. 24614), Barry D. Rein (Reg. No. 22411), Stanton T. Lawrence, III (Reg. No. 25736), Charles E. McKenney (Reg. No. 22795), Philip T. Shannon (Reg. No. 24278), Francis E. Morris (Reg. No. 24615), Charles E. Miller (Reg. No. 24576), Gidon D. Stern (Reg. No. 27469), John J. Lauter, Jr. (Reg. No. 27814), Brian M. Poissant (Reg. No. 28462), Brian D. Coggio (Reg. No. 27624), Rory J. Radding (Reg. No. 28749), Stephen J. Harbulak (Reg. No. 29166), Donald J. Goodell (Reg. No. 19766), James N. Palik (Reg. No. 25510), Thomas E. Friebe (Reg. No. 29258), Laura A. Coruzzi (Reg. No. 30742), Jennifer Gordon (Reg. No. 30753), Jon R. Stark (Reg. No. 30111), Allan A. Fanucci (Reg. No. 30256), Geraldine F. Baldwin (Reg. No. 31232), Victor N. Balancia (Reg. No. 31231), Samuel B. Abrams (Reg. No. 30605), Steven I. Wallach (Reg. No. 35402), Marcia H. Sundeen (Reg. No. 30893), Paul J. Zegger (Reg. No. 33821), Edmond R. Bannon (Reg. No. 32110), Bruce J. Barker (Reg. No. 33291), Adriane M. Antler (Reg. No. 32605), Thomas G. Rowan (Reg. No. 34419), James G. Markey (Reg. No. 31636), Thomas D. Kohler (Reg. No. 32797), Scott D. Stimpson (Reg. No. 33607), Gary S. Williams (Reg. No. 31,066), William S. Galliani (Reg. No. 33,885), Ann L. Gisolfi (Reg. No. 31956), Todd A. Wagner (Reg. No. 35399), Scott B. Familant (Reg. No. 35504), Kelly D. Talcott (Reg. No. 39582), and Mark A. Farley (Reg. No. 33170) all of **Pennie & Edmonds LLP**, whose addresses are 1155 Avenue of the Americas, New York, New York 10036, 1667 K Street N.W., Washington, DC 20006 and 3300 Hillview Avenue, Palo Alto, CA 94304, to transact all business in the Trademark Office connected therewith.

In addition, the undersigned assignee also appoints: Irene Kosturakis (Reg. No. 33,724); Keith Lutsch (Reg. No. 31,851); Joseph Arrambide (Reg. No. 39,589); Sarah T. Harris (Reg. No. 35,891); Barry Blount (Reg. No. 35,069); Richard P. Lange (Reg. No. 27,296); and Theodore S. Park (Reg. No. 26,971), to prosecute this application and to transact all business in the Patent and Trademark Office connected therewith.

In accordance with 37 CFR 3.73(b) the assignee hereby certifies that it is the assignee of the entire right, title and interest in the patent application identified above by virtue of an Assignment from the inventor(s). Said assignment is being filed together herewith. The undersigned has reviewed all the documents in the chain of title of the patent application identified above and, to the best of undersigned's knowledge and belief, title is in the assignee identified below.

The undersigned hereby declares that all statements made herein of his/her own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Title 18, United States Code, 1001 and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

Direct all telephone calls to GARY S. WILLIAMS at (650) 493-4935. Address all correspondence to:
PENNIE & EDMONDS LLP
3300 Hillview Avenue
Palo Alto, California 94111

COMPAQ COMPUTER CORPORATION

By: Richard P. Lange

(typed name)

Signature: Richard P. Lange

Title: Assistant Secretary

Address: 10435 N. Tantau, Bldg. 200

Cupertino, California 95014-3548

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